

V. REMARKS

Claims 1 and 2 are rejected under 35 U.S.C. 103(a) as unpatentable over Liang et al. (U.S. Patent Application Publication No. 2003/0016318). Claims 1 and 2 are canceled and, as a result, the rejection as applied thereto is now moot.

Withdrawal of the rejection is respectfully requested.

Liang discloses a color display achieving color images by controlling contrast of brightness of a plurality of pixels. Each of the pixels includes at least two sub-pixels. Each of the sub-pixels includes at least two colors. Each line of transversely-arranged sub-pixels is electrically connected together by a signal scan line. Each line of longitudinally-arranged colors is electrically connected together by a data transmission scan line. At least two of the data transmission lines connect the same color in each line of the longitudinally-arranged pixels being joined together by a conductive line to be connected to the same driving part.

Claim 6 is directed to an image display device provided in a gaming machine that includes a plurality of pixels arranged in a matrix extending in an x direction and a y direction being perpendicular to the x direction to form an xy plane. Claim 6 recites that each pixel includes a first pixel unit and a second pixel unit disposed adjacent the first pixel unit with each one of the first and second pixel units having a first pixel electrode operative to display a first color and a second pixel electrode operative to display a second color different from the first color and with the first and second pixel electrodes being arranged in a serial manner relative to each other in an identical manner for each pixel. Additionally, claim 6 recites that, when at least one pixel is energized, the same-color pixel electrodes of the at least one pixel are energized simultaneously.

It is respectfully submitted that the applied art fails to teach or suggest the features of claim 6 as presented. Specifically, it is respectfully submitted that the applied art fails to teach or suggest that each pixel includes a first pixel unit

and a second pixel unit disposed adjacent the first pixel unit with each one of the first and second pixel units having a first pixel electrode operative to display a first color and a second pixel electrode operative to display a second color different from the first color and with the first and second pixel electrodes being arranged in a serial manner relative to each other in an identical manner for each pixel. Furthermore, it is respectfully submitted that the applied art fails to teach or suggest that, when at least one pixel is energized, the same-color pixel electrodes of the at least one pixel are energized simultaneously. Thus, it is respectfully submitted that one of ordinary skill in the art would not be motivated to modify the features of the applied art because the applied art is devoid of such features. As a result, in our opinion, claim 6 is allowable over the applied art.

Claim 8 is directed to a gaming machine that includes a display unit that is constituted by a plurality a plurality of pixels as recited in claim 6. Therefore, claim 8 should also be allowable at least for the reason is claim 6 is allowable.

Further, Applicants assert that there are also reasons other than those set forth above why the pending claims are patentable. Applicants hereby reserve the right to submit those other reasons and to argue for the patentability of claims not explicitly addressed herein in future papers.

In view of the foregoing, reconsideration of the application and allowance of the pending claims are respectfully requested. Should the Examiner believe anything further is desirable in order to place the application in even better condition for allowance; the Examiner is invited to contact Applicants' representative at the telephone number listed below.

Should additional fees be necessary in connection with the filing of this paper or if a Petition for Extension of Time is required for timely acceptance of the same, the Commissioner is hereby authorized to charge Deposit Account No.

SHO-0047
(80288-0047)

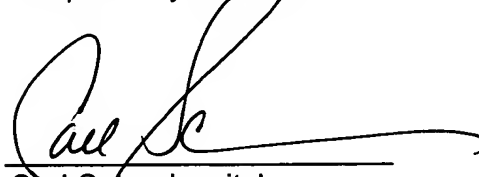
Application No.: 10/697,947

18-0013 for any such fees and Applicant(s) hereby petition for such extension of time.

Respectfully submitted,

Date: February 28, 2007

By:



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Enclosure(s): Amendment Transmittal
 Request for Continued Examination
 Petition for Extension of Time (three months)

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